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ELMWOOD TERRACE GARDENS BENNINGTON VERMONT



TROPHIES THAT SHOW THE
SUPREMACY OF THE GLADIOLUS
GROWN AT ELMWOOD TERRACE

PRAISE FROM CUSTOMERS

SUGGESTIONS FOR PURCHASING,
CULTURE AND ARRANGEMENT

A Brief Summary of Elmwood Terrace Gardens Show Successes



TWICE!

Successive
Awards of the
Achievement
Medal

In 1923, at America's greatest gladiolus show, the American Gladiolus Society Exhibition, Elmwood Terrace Gardens was awarded the Achievement Medal for the sweepstakes total, having nearly double the awards to our nearest competitor.

In 1924, at New York City, the American Gladiolus Society again conferred upon us the Achievement Medal and attached championship.

Achievement!

From small private gardens ten years ago—a collector's eager hobby—to recognized prestige in the commercial gladiolus world, and to the greatest American show championship two years in succession—

That is the amazing and enviable record of Elmwood Terrace Gardens at Bennington, Vermont.

Ideal soil and climatic conditions, most advanced of scientific culture, unending watchfulness against rogues or diseases, and intense interest in the satisfaction of our customers have built this gratifying success.

The Achievement Medal, pictured at the right, was awarded us for the grand sweepstakes total of winnings at the 1924 International show of the American Gladiolus Society. It is regarded as the highest honor of all exhibitions, and duplicated our 1923 triumph.



At the left is shown the Kunderd Gold Medal awarded to Elmwood Terrace Gardens for the "largest and finest collection of Kunderd originations." The medal in the case was presented in 1924 by the Massachusetts Horticultural Society. The medal, at the right below, came to us in 1923 from the New England Gladiolus Society.



The Coveted
BURPEE TROPHY
for "The Finest of
All Varieties"

Awarded to
**ELMWOOD TERRACE
GARDENS**
of Bennington, Vermont

in fitting tribute to the
glorious

MARSHAL FOCH
(Shown in Basket)

Seeking for lowest prices in placing orders is false and dangerous economy. The "saving" of absurdly small sums in original purchases has resulted in many grievous disappointments. Nowhere will you find quality to surpass that of Elmwood Terrace bulbs. Our quotations on any varieties invite comparisons.

Brief Notes from Letter Files Filled with Praise

"Last year I had such splendid luck with the gladiolus bulbs you selected for me that I am writing to ask if you will let me have some more."
C. E. B.,
Dalton, Mass.

"Your bulbs showed stronger growth than those from five other firms."
F. W. S.,
Wisconsin Veterans' Home.

"I have been referred to you as a very reliable grower of gladiolus on whom I can absolutely depend for good blooming size bulbs."
E. L. S.,
Shrewsbury, Mass.

"Isn't it possible to reserve for me 200 to 250 of an assortment such as I had this year? I have not in exhibition or elsewhere, seen anything to equal these flowers."

H. G. H.,
New York Manufacturer and Gladiolus Grower.

"Bulbs and bulbets arrived today. Order was perfectly satisfactory in every respect."

D. A. G.,
Plainfield, Vt., Grower.

"The blossoms were the largest and best I have seen this year. I will be in the market for a few thousand planting size bulbs this year."

R. L. W.,
Connecticut Grower.

"I received my glad bulbs Monday afternoon and want to say that they are as nice bulbs as I have ever received."

H. H.,
Logansport, Ind.

"Your assortment contained some of the choicest colorings I have ever known. The results to us were astounding."

A. J. P.,
New York Grower.

"The blooms from the bulbs you sent were excellent—all of them. The ten dollar mixture was perfection in itself."

J. A. L.,
Detroit, Mich.

"There is lots of competition in Florida on bulbs this year, but yours are by far the best in my experience."

T. D.,
Florida Grower.

I had never known before what gorgeous creations gladioli could be until I used your bulbs. I cannot express my delight and wonder. Until I dealt with you I thought misnamed stock and the inferior blooms I had raised were the usual thing. How can you keep your prices so low?"

M. C. M.,
South Portland, Maine.

"I have had splendid success with your gladiolus bulbs. They are the best that I received from anyone."

A. A. H.,
Massachusetts.

"I consider that Marshal Foch is one of the finest creations. I will give a high recommend in the new edition of my book. Please enter my order for fifty bulbs."

R. M. C.,
Noted Author and Grower.

"I am building up a high class trade and you are helping me by sending the best obtainable."

E. B. S.,
Morristown, N. J. Grower.

"You must always hold your customers once they find you!"

S. A. H.,
Virginia.

The famous Ed Howe, founder of The Atchison Globe, author of widely read books and "Ed Howe's Monthly," writes in his "Impressions of New England:"

"Another impression was that New England is particularly favorable for the production of gladioli. One day we called at a home in Bennington, Vt. Our host said Mrs. Hawks, living next door, was packing an exhibit of gladioli to take to an exhibition in Canada, and that while she was exceedingly busy, possibly we could see it. So we went over, and saw a sight I shall long remember; hundreds of gladioli of different colors, and of great size and perfection. I was told that the lady began raising the flowers as an amusement, and had drifted into a very profitable business; that people all over the country sent to her for bulbs; that she has certain varieties as rare as a manuscript by Homer. It seems there are gladiolus enthusiasts everywhere; one paid \$2,000 for 14 bulbs. A good many of these make journeys to Bennington to see a very remarkable collection. Later I heard of the result of the exhibition in Canada; Mrs. Hawks made 24 entries, and took 24 prizes. I saw the notable collection as one of the brief but delightful incidents of my trip."

(The Canadian Exhibition, to which Mr. Howe refers, was the International Show—United States and Canada—by the American Gladiolus Society, at St. Thomas.)

To protect the above customers from mailing list nuisances, we have published only initials, towns and states. The letters, however, are in our files and full names and addresses will be gladly supplied on requests accompanied by good reasons.

FOUR SAFE TESTS of REAL VALUE in PURCHASING BULBS

1. ADAPTABILITY to YOUR SOIL

A distressing number of failures have resulted from neglect of this consideration. Hundreds of enthusiastic letters from all sections of the globe show that the inherent strength and generally superior propagating qualities of Elmwood Terrace bulbs will result in splendid gardens where weaker stock is worthless.

2. PROOF of SUPERIORITY

Gambling with ordinary bulbs is an expensive experience. Elmwood Terrace Gardens products have demonstrated their superiority beyond slightest doubt at the leading shows and in wide ranges of soils and climates.

CULTURAL SUGGESTIONS

When planting the bulbs, select a spot with full exposure to the sun but sheltered from heavy winds.

The best soil is sandy loam. If you must use lighter soil, plant the bulbs about five inches deep and provide water and fertilizer to keep them well nourished. If the soil is heavy clay, spade very deeply, incorporating a generous supply of coarse sand or coal ashes and leaf-mould which will lighten the soil and prevent it from packing and becoming water-soaked after rains and watering.

If your soil is sandy loam, you may use old, well-rotted stable manure which should be thoroughly mixed into the soil. A high grade potato fertilizer with an equal amount of fine bone meal serves as an excellent aid to superior growth.

After the spading and mixing has been accomplished, lay off about four inches of the soil from the top of the bed and place your bulbs four inches apart in rows eight inches apart. Push them firmly into the soil and place the soil solidly around them. This is of great assistance in making them stand up straight. Then cover with the soil that has been removed, making a

3. FREEDOM from ROGUE or DISEASE

Our extreme care during the growing season and in handling and storage, our perfected cultural methods and filing and indexing systems make sure your protection in these important regards.

4. ACTUAL COST

This item can be determined only by results. What your garden becomes and produces is the one true measure. Shrewd growers have learned that the right planting stock is much more than "half the battle" toward success and prestige. Cheap, unproved bulbs mean disheartening waste of money, time and effort.

depth of four inches above the bulbs.

Keep the bed raked and cultivated even before the bulbs come through and continue to cultivate all through the season.

After watering or heavy rainfalls, it is imperative that you allow no soil crust to form.

When the plants are nearly ready to bloom, an application of sheep fertilizer applied between the rows, not too near the plants, and then worked into the surface about one and one-half inches deep will be of aid in producing the largest size blooms.

Discontinue watering when plants begin to ripen but do not discontinue shallow cultivation.

Cut the spikes when the first flowers open and let them bloom in the house. Slice these cut stems diagonally across the bottoms each morning, pick off the wilted blooms and provide fresh water. Four leaves should always be left on the plant to properly mature the bulbs for the next season. Dig the bulbs before plants are too ripe and cut off tops close to bulbs. Dry well in heat and sunshine and cure thoroughly indoors for a few weeks. Then store in cool dry cellar.

SELECTING VARIETIES

It is not necessary to purchase the most expensive bulbs in order to have beautiful gardens. Price is influenced by greater rarity, not always by quality.

Some of the most beautiful and satisfactory varieties are those of modest price I would call your attention to such varieties as Marshal Foch (K), Byron L. Smith, E. J. Shaylor, Evelyn Kirtland, Mary Plekford, Gold, Jenny Lind, Mrs. F. C. Peters, Richard Diener, Crimson Glow, Pythia, Mrs. Frank Pendleton, Albana, Mrs. Dr. Norton, Giant Nymph, Carmen, Sylva and many, many others equally beautiful and desirable and yet very low in price. One each of the above named varieties will be sent for only \$1.50, value \$1.75; 3 each for \$4.00; 10 each for only \$12.00.

Other collections will be made up at equally attractive prices.

Of course, if you already have a good collection of these so called best standards and popular favorites, it is very thrilling to add each year at least a few, or as many as possible of the new ones which are receiving great acclaim, and be in position to show your flower-loving friends the so called "Kings and Queens" of the gladiolus world—to be able to compete in the big shows against the strongest competition and win prizes, medals and cups. By this method of adding each year a few of the super glads you can build up a most valuable collection without the expense being noticed.

PLANNING DECORATIVE AND OTHER USES

As to arrangement, if your glads are to be used primarily as cut flowers for your own home, bear in mind the colors most pleasing with your furnishings.

Provide suitable containers. Many of the exceedingly long stemmed varieties look best in tall floor baskets or vases, while the short stemmed varieties look well in shorter containers. For large low effects it is necessary to use a support of some kind and for this purpose we have found the "Pyramid Flower Holders" fills the requirement most admirably. When the container used is clear glass, a large fiery glass base with perforation is inconspicuous. The tips of stems that have served their purpose in tall containers may be taken off and used most effectively in flat bowls or baskets for table decorations, using foliage or other smaller flowers to give an air of delicateness and contrast of form and color.

Grow a few clumps of "Baby's Breath," either the perennial or annual sorts or both, a few plants of ferns, asparagus, Delphinium, Archilica, Candy Tuft, etc. and you will have some of the most valuable material at hand for dressing up or embellishing your vases of glads.

For very artistic effects in blended colors use the graceful Primulini. They are less self assertive than the exhibition type of glads and blend harmoniously both in color and form with other flowers. The exhibition type is often seen to best advantage when perhaps a single stem with some graceful foliage is placed in a slender vase. Three stems or five stems make a wonderful showing. Do not try to use too many of this large type. Use odd numbers of stems rather than even numbers as the odd numbers conform better to a symmetrical, well balanced arrangement. Be careful also that the stems do not cross each other from base to tip.

Practice making your floral arrangements when you are at leisure—try them in different combinations—various containers, till you get the very best effect, then whenever you are pressed for time and your flowers must be arranged hurriedly you will know in advance just what to cut, the best container to use and the most becoming and artistic arrangement. We would strongly urge you to visit any of the big shows held near by and familiarize yourself with the varieties that are the consistent prize winners. Observe the way the entry is staged so you will be able to compete successfully yourself when opportunity affords.

Usually, or quite often, three blooms of a kind are called for, such as three light pink, three pure white without blotches or markings, three solid red, three pink

with markings of other colors, etc. To have three perfect blooms of a kind all out at once it is necessary to grow at least twice or three times that many. It is also more satisfactory to grow fewer varieties so as to have more of a kind. Your garden looks less "spotty" and you have better opportunity for more beautiful floral arrangements.

OTHER FLOWERS GROWN IN ELMWOOD TERRACE GARDENS

Many inquiries come to us asking if we do not grow other plants and flowers of equal high class as our glads and if we could not spare some of these to our customers. In reply to this will say we grow a wide range of beautiful flowers and will now be able to offer a surplus in tulips, iris, delphinium (seeds and plants), dahlias, peonies and regal lilies. If you are interested in any of these, send in your name now for our price lists which will be mailed at the proper seasons.

Join the American Gladiolus Society and get the benefit of its official organ, "The Gladiolus Review," published monthly. Annual dues \$2.00, which you may send to us and we will see that you are properly enrolled. For every order from our catalogue amounting to \$15.00 we will give you a free membership for one year.

OTHER BUDS OF SUGGESTION

First and most important, select bulbs suitable for the purpose you have in mind and providing best color harmonies. Good color contrasts are blues with creams and yellows; blues with delicate pinks; delicate pinks with whites or deeper pinks and rose; reds with whites and creams or harmonizing shades of pink. For highly ornamental bouquets, use the lovely Primulini in their wonderful rainbow hues.

The varieties described on succeeding pages comprise about one-third of our comprehensive list. Quotations on varieties not here noted will be supplied upon request.

Bulbs sent to your flower-loving friends as birthday or holiday gifts will furnish splendid, living memories from year to year.

If you desire early blooming, select the earliest varieties in largest size bulbs, and about three weeks before planting season bring your bulbs where they will have heat and light. Provide some moisture either by spreading a little soil over them and by keeping them sprinkled, or by placing the bulbs on a few folds of coarse cloth well moistened. When you are ready to plant, they will have attained shoots two or three inches long and should be set very carefully. Planting at intervals of two weeks until early summer, will assure long blooming season, or you may use bulbs of early, mid-season and late blooming habits to secure this result.

Rows of gladioli in the vegetable garden will prove very beautiful and useful for cutting bouquets for home decoration or for friends, thus saving several times the initial cost by eliminating the expense of purchasing flowers from the florists.

Rodents are very fond of bulbs while in storage and methods should be adopted for protection from this devastation.

Early buying is practised by those most thoroughly acquainted with the gladiolus business. They do not take chances on disappointments and having to wait another whole year to secure some particular beauty on which they have set their hearts.

Plant a group of Mr. Mark near your iris beds and your friends will think your iris is giving a second season of bloom.

Our extreme care has made us fortunate in a minimum of errors but in the event that errors are made, the purchaser may be sure that he will not feel half so sorry as shall we and that we shall be eager to have any errors reported immediately for adjustment.

To Our Friends and Customers of the Past and Future

Another harvest season is completed, and 1929 finds us with stocks of bulbs so clean and plump they look as if they had been washed and groomed for this journey to other gardens. Just the quality you can grow for exhibition purposes and confidently expect to win prizes at the biggest and best shows or for garden and house decoration that will be the astonishment and admiration of all your friends. We do not try to compete with the large growers in quantity but we do try to grow a quality that makes it hard for others to compete with us. Also we are featuring the **unusual varieties of exceptional merit**, the stocks of which are as yet so limited but few growers can list them.

As to the popular varieties listed by us, they are exceedingly carefully selected as being the best in their respective classes and will continue for many years to be included in all high class collections.

That Vermont grown bulbs possess the highest germinating powers has been conclusively proven by the fact of the very fancy prices commanded by seed potatoes grown in this state. They are the standard of perfection and vigor.

In determining the prices of our bulbs we have not followed the precedent of the seed potatoes but have fixed what we consider very reasonable prices for such value—not “how cheap” but “how good” at a fair price.

The stocks of many of these choice, rare varieties are quite limited and to avoid disappointment we urge **early orders** from the price list enclosed for your approval.

Cordially yours,

MARGARET BREARD HAWKS.

ELMWOOD TERRACE GARDENS
BENNINGTON, VERMONT

We Recommend

We can supply the following books on the gladiolus at prices indicated and urge you to select at least one. All of them are full of useful information and helpful suggestions which will profit you far beyond the price asked for them. I can take your order and have them sent direct from the publishers.

"Gladiolus," by F. F. Rockwell, 45 illustrations, 96 pages. Cloth bound. \$1.00

"The Gladiolus Book," by Forman T. McLean, Miliam Edwin Clark, Eugene N. Fischer. Book is 6 $\frac{1}{8}$ inches by 9 $\frac{1}{4}$ inches, bound in green cloth, stamped in gold, 224 pages plus complete index. Profusely illustrated in color, halftone and line. \$5.10

"The Gladiolus," by Prof. A. C. Beall, Cornell University. \$1.35. Very comprehensive and instructive.

Fertilizer

Commercial fertilizer such as we use to grow our exhibition glads will be supplied in the following amounts: 1 lb. bag at 25c; 2 lb. bag at 40c; 5 lb. bag at 90c. Postage prepaid.

Flower Holders

The Pyramid Flower Holder referred to in our suggestion on arrangements can be supplied by us at the following prices:

No. 1—2 $\frac{1}{2}$ inch..35c ea.	No. 4—5 $\frac{1}{2}$ inch..75c ea.
No. 2—3 $\frac{1}{2}$ inch..45c ea.	No. 5—7 inch....90c ea.
No. 3—4 $\frac{1}{2}$ inch..60c ea.	No. 6—9 inch...\$1.25 ea.

Prices prepaid. It is well to have several sizes on hand as they are useful for all flowers.
